Plaintiffs' Exhibit 68

Agency: Weber Shandwick

Client: Centers for Medicare & Medicaid Services (CMS)

Client Code/Product Code: CMS HealthCare.gov SEP Outreach and Education Campaign

Contract: **75FCMC18D0046**Task Order: **75FCMC19F0002**Modification: **P00002**

ATB Date: 2/1/2021

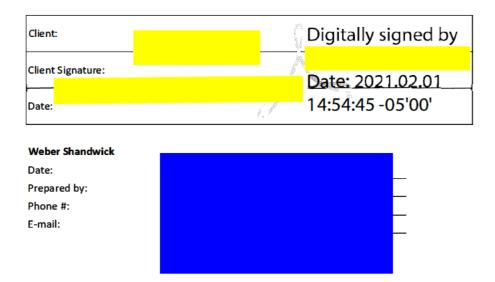
Total Media Dollars: Total Ad serving Dollars:

Item	Time period	Media Plan Totals
Digital		
Linear TV	2/15/21 - 5/15/21	
OTT	2/15/21 - 5/15/21	
Digital Display	2/15/21 - 5/15/21	
Social	2/15/21 - 5/15/21	
Search	2/15/21 - 5/15/21	
	Total Media Buy	
	Ad serving	
	Grand Net Total	

Centers for Medicare & Medicaid Services (Client) signature authorizes Weber Shandwick (Agency) to purchase media totaling plus or minus 5 percent, on behalf of CMS under Task Order **75FCMC19F0002**. Media will be purchased in accordance with the above outline and Attachment A. With Client's consent, shifts in allocation of the spend across channels may be made without the need for a new ATB, so long as the total spend does not exceed the amount authorized in this document. Client signature also authorizes the purchase of ad serving totaling plus or minus 5 percent.

Agency will negotiate and purchase media at lowest gross media costs. Client agrees that it will be solely liable to pay for any media advertising authorized by this document until the earlier of: (a) funds specifically intended to pay for such media advertising have cleared to Agency; and (b) Client rescinds this authorization in writing before any applicable cancellation dates.

This ATB does not authorize Agency to exceed the total Task Order value.



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Special Enrollment Period	HealthCare.gov						OPPs 1H	1H'21 ESL TV GRPs	1H'Z1 Est. Impresssions	Client Gost	N OF GUDGET
2021		(H 2021									
	JAN	FEB	MAR	APRIL	MAY	JUN					
General Market 18-54 (Uninsured) Primeime C±ble	26 4 11 18 25	1 8 15 22 1 1 28 28	1 1 28 38	1 1 28 38	1 26 38 38 38	7 14 21		7 340			
Cable Sports		6 6		6 6	5 5 3			51			
Broadcast Sports LINEAR TV OTT		2.5 2.5 15 1s	MR (2555500 c17	5 3	2.5 2.5 1.5 15 35 45			27 425 135	661,513,823.20 210,915,110.54		39% 13%
PROGRAMMATIC MEDIA HIGH (MPACT DIGITAL SOCIAL SEARCH	AMERICA PARAMPLANTES LOTATIONS	9 9		19 ap 19 25 1 ap 3 ap 1 1 1 1	2 2 9			174 32 120 12	276,085,326 50,000,000 187,611,984 18,764,308		7% 4% 9% 20%
AA/Black A18-54 (Uninsured) Targeting & Budget Allocation											
UNEARTV QTT	PALACIA	11621	8 14 8 19	11	57th 19018			60 12	93,918,148 18,340,444		3% 1%
DIGITAL PROGRAMMATIC	The state of the s	S 4	4 4 4 4	4 4 4 4	5 4 8			48	69,021,332		2%
SOCIAL	200	2 2	2 2 2 2	2 2 2 2	2 2 2			21	33,107,997		2%
Adserving	the Principle										0.3%
TOTAL	X1200001200001000						1	L,040			

NOTE: LINEAR/OTT BUDGETS INCLUSIVE OF SUBCONTRACTOR MEDIA BUYING AGENCY COMMISSION

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